



GREATER PHILADELPHIA TOURISM MARKETING CORPORATION  
30 SOUTH 17<sup>TH</sup> STREET • SUITE 1710 • PHILADELPHIA, PA 19103 • (215) 599-0776

BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA

## THE BASICS:

**Name:** Greater Philadelphia Tourism Marketing Corporation (GPTMC)

**Location:** 30 S. 17<sup>th</sup> Street, Suite 1710, Philadelphia, PA 19103

**Phone:** (215) 599-0776

**Fax:** (215) 599-0773

**Web site:** [gophila.com](http://gophila.com), Greater Philadelphia's official tourism Web site

**Date Founded:** May 1996

**Founders:** City of Philadelphia, Commonwealth of Pennsylvania and The Pew Charitable Trusts

**Tax Status:** Non-profit 501 C(3)

**Mission:** GPTMC makes Philadelphia and The Countryside® a premier destination through marketing and image building that increases business and promotes the region's vitality.

**Values:** GPTMC is an entrepreneurial, professional, collaborative and customer-focused organization with a can-do attitude.

**Counties We Promote:** Philadelphia, Bucks, Chester, Delaware and Montgomery counties

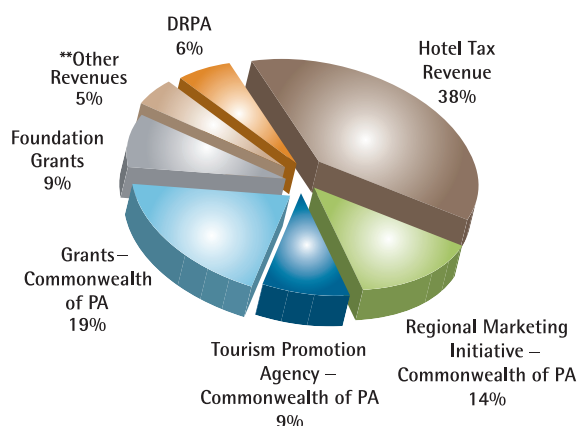
## THE NUMBERS:

### Our 2006 Results:

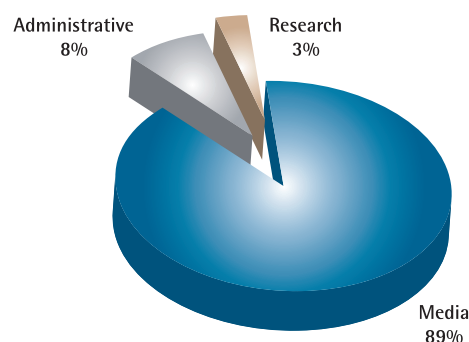
- **Advertising:** Created **822 million** impressions via broadcast and cable TV, radio, print, Internet and outdoor advertising
- **Cooperative Advertising:** Created nearly **78 million** advertising impressions from **42** full-color print advertisements placed in **20** regional and national travel, leisure and lifestyle print publications, with the participation of nearly **80** partners throughout the region
- **Leisure Hotel Room Nights:** Nearly **2.5 million** leisure room nights were booked in the region, including 690,000 individual leisure rooms in Center City (representing **25%** of Center City room nights)
- **Communications:** Generated **3,782** stories reaching **443 million** people (Number does not include online media.)
- **Web:** Enjoyed a **26%** increase in usage of [gophila.com](http://gophila.com), with **25 million** page views; more than **4.5 million** visits; more than **96,000** unique, active e-mail subscribers; nearly **76,000** downloads of *Philadelphia and The Countryside®: An Insider's Guide*; and **14,175** room nights booked
- **Marketing Grants Program:** Awarded 31 grants to the region's cultural organizations totaling \$350,000

**The Impact:** In 2006, travelers to the region generated **\$10.44 billion** in economic impact; tourism spending sustained **128,500 jobs** and **\$1.5 billion** in federal, state and local taxes.

### Fiscal Year 2006 Funding Sources:



### Fiscal Year 2006 Expenditure Allocations:



\*\*Other Revenues consist of the cooperative initiative, [gophila.com](http://gophila.com) commissions and corporate sponsorships.

**Primary Funders:** Commonwealth of Pennsylvania and the City of Philadelphia hotel tax; for special projects, the William Penn Foundation and The Pew Charitable Trusts

**Primary Corporate Sponsors:** American Express, Bank of America, Enterprise Rent-A-Car, PECO Wind, PNC Bank, Southwest Airlines and Wachovia

## **OUR REACH:**

**gophila.com:** Greater Philadelphia's official visitor tourism Web site was the primary call to action for 4.5 million visitors in 2006. It links to 3,000 tourism-related Web sites, including attractions, restaurants, hotels, tours, shops and theaters. [gophila.com](http://gophila.com) consistently ranks among the top three search results on Google for the term "Philadelphia." About 7% of traffic on [gophila.com](http://gophila.com) comes from international locations, without any advertising in those markets.

**Size of Consumer e-mail Database:** More than 102,000 people who love visiting Philadelphia

**Size of Stakeholder Database:** 10,000 people whom we keep informed on a regular basis and whom we can call on for industry support

## **MARKETING CAMPAIGNS:**

- Philly's More Fun When You Sleep Over® (general promotion of all the things to do in Greater Philadelphia)
- Philly's More (general promotion)
- uwishunu™ (an insider look at the city)
- Boundless Philadelphia™ (promotion of the region's outdoor assets and experiences)
- Philadelphia – the Place to B.Y.O.Be (promotion of bring-your-own bottle restaurants)
- Philadelphia – Get Your History Straight and Your Nightlife Gay® (promotion of gay-friendly Philadelphia)
- CruisePhilly (cruise terminal promotion)
- SoundAboutPhilly™ (themed podcast and vodcast tours)
- Historic Philadelphia (promotion of the area between Front to 7<sup>th</sup> Streets and Race to Spruce Streets)
- African-American audience
- Latino audience
- American Automobile Association and Canadian Automobile Association

## **STAFF:**

### **Departments of GPTMC:**

- Advertising
- Communications
- Interactive
- Research
- Grants and Development
- Special Projects
- Finance and Administration

**Number of Full-time Staff:** 46

**President and CEO:** Meryl Levitz

**Department Heads:**

- Angela Val, vice president, special projects
- Jeff Guaracino, vice president, communications
- Sharon Rossi, vice president, tourism advertising
- Patricia Washington, vice president, grants and development
- Joyce Levitt, chief financial officer
- Deborah Diamond, Ph.D., director, research and strategy
- Veronica Wentz, director, [gophila.com](http://gophila.com)

**Number of Staff Who Live in Each County:**

- Philadelphia 34
- Montgomery 5
- Bucks 1
- Chester 1
- Delaware 3

(Two staff members live in New Jersey.)

**Number of Minority Staff Members: 8**

**Number of Minority Staff Members in Management: 3**

**Number of Women on Staff: 30**

**Number of Women in Management: 12**

**BOARD:****Board of Directors:**

- Chairman: Manuel N. Stamatakis, Capital Management Enterprises
- Vice Chairman: David L. Hyman, Kleinbard Bell & Brecker LLP
- President and CEO: Meryl Levitz, GPTMC
- Robert Asher, Asher's Chocolates
- David G. Benton, The Rittenhouse Hotel and Condominium Residences
- Robert W. Bogle, *The Philadelphia Tribune*
- Nicholas DeBenedictis, Aqua America, Inc.
- Honorable Nelson A. Diaz, Cozen O'Connor
- Janet Haas, M.D., William Penn Foundation
- Hugh C. Long, Wachovia Bank
- Stephanie Naidoff\*, City of Philadelphia
- David Newhart, The Inn at Penn
- Honorable Jonathan H. Newman, Newman Wine and Spirits
- Marsha R. Perelman, Woodforde Energy, Inc.
- Mayor John F. Street, City of Philadelphia
- Chairman Emeritus: Fred Shabel, Comcast Spectacor

*\* Designated board representative for Mayor Street*

**Number of Minority Board Members: 2**

**Number of Women Board Members: 3**

**Board Seats:**

- 1 Mayor's Representative
- 1 Governor's Representative
- 1 Community Representative
- 7 minimum and 8 maximum At-Large Representatives
- 2 Greater Philadelphia Hotel Association Members

**VENDORS/CONSULTANTS:**

GPTMC uses a wide range of vendors and consultants, including minority- and women-owned firms, to conduct a range of services from consulting on PR and advertising campaigns to Web design and research.

**COMMUNITY CONTRIBUTION/PARTICIPATION:**

Throughout the year, GPTMC participates in and supports a number of community- and tourism industry-sponsored events. We are also members of the city's minority-based associations: Philadelphia Hispanic Chamber of Commerce, Philadelphia Multicultural Affairs Congress, African American Chamber of Commerce, National Association of Black Journalists, National Association of Hispanic Journalists and others.

Several members of the GPTMC staff serve on a number of boards, committees and task forces throughout the city and region, including the Travel Industry Association and its National Council of Destination Organizations, the Pennsylvania Tourism & Lodging Association and others.

Over the past 11 years, GPTMC has participated in high school, college and job readiness internship programs throughout the city. We have employed an estimated 50 students. Four of the students became full-time employees of GPTMC, and 90% of the interns who work at GPTMC complete college. We also donate used computers and printers to area schools in need.

In addition, GPTMC provides a lending library of still and video images of the city and region with more than 15,000 images and several thousands of hours of video.

**AWARDS:**

GPTMC's work on various marketing campaigns, collateral materials and our Web site has been recognized by both local and national organizations. Recently, we've received:

**National and International:**

- Travel Industry Association of America's Odyssey Awards
- Hospitality Sales and Marketing Association International's Adrian Awards
- Web Marketing Association's WebAward

**Adrian Awards:**

- PR News Platinum PR Award
- International Academy of the Visual Arts' The Communicator Award
- Association of National Advertisers' Multicultural Excellence Award

**Local and Regional:**

- Public Relations Society of America's Pepperpot Awards
- International Academy of the Visual Arts' Davey Awards
- American Advertising Federation's ADDY Awards

This guy saves you over  
\$1 billion in taxes.



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And, in 2006, visitors generated \$1.5 billion in local, state and federal taxes.

[gophila.com](http://gophila.com)

